About the International Franchise Association (IFA)

IFA is a trade association representing 1,200+ franchise brands and their franchisees and 550+ supporting suppliers. We are the only organization that promotes, protects, and strengthens the franchising business model worldwide. Through best in class educational events, widely distributed publications, and a proven government relations team, we accomplish goals of our individual members and the collective industry.

TARGET AUDIENCES
Opportunity Seekers
Multi-Unit Franchisees
Veteran Candidates
Women & Diversity Candidates

SUMMARY OF PRODUCTS & CHANNELS

Products:
- Email Blasts
- Sponsored Content
- Digital Website Display Ads
- Thought Leadership Resources
- Print Ads
- Digital Magazine Display Ads/Interstitial Ads/Videos
- Event Exhibit Booths
- Event Sponsorships

Channels:

DIGITAL
- Franchise.org
- IFA Community Microsite
- IFA SmartBrief Email
- Franchising World Magazine (5 issues)
- Franchise Opportunities Guide - Member Directory (2 issues)

PRINT
- Franchising World Magazine (1 issue)
- Franchise Opportunities Guide - Member Directory (2 issues)

EVENTS
- 6 Events Annually (hybrid)

TABLE of CONTENTS
2 Summary of Products and Channels
3 Franchise.org
5 Dedicated E-Blast
5 Shared E-Blast
6 IFA SmartBrief
7 Franchise Opportunities Guide
9 Franchising World
12 Events
13 Advertising Rates Summary
Franchise.org gives you the competitive edge in your online advertising matrix. Entrepreneurs are savvy and sophisticated when it comes to accessing the latest information to find the best opportunities that fit their unique investment strategies, personal desires, interests and personalities. Franchise.org is the most comprehensive, and informative franchise opportunity web portal available today. With a complete suite of credible tools designed for prospective franchisees to find your opportunity, Franchise.org is continually evolving to meet the demands of today’s marketplace.

**Why advertise on Franchise.org**

- Franchise.org provides one of the largest searchable databases of franchise opportunities
- Franchise.org boasts the most useful content anywhere as it includes a vast library of related articles on franchising, useful references and economic statistics, and several “help directories” on franchising
- Advertising members appear at the top of chosen category search results
- Advertising members profile pages include a direct link to their website
- You must be an IFA member to be listed on our site
FRANCHISOR MEMBER PACKAGES

➔ **Premium Package**
$850/month*
* Minimum 6-month contract
1. Featured category logo and listing
2. Enhanced company profile — includes a direct link to advertiser’s franchise development site
3. Run of Site Banner 300 x 250 (rotating)
4. Homepage Rotating Spotlight (slider)
5. Homepage Static Banner placement (1 week per 6 month contract)
6. (1) FranBlog Content Post (per 6 month contract)
7. (1) Shared Prospective Franchisee Eblast (per 6 month contract)

➔ **Franchisor Introductory Value Package**
$3,000/year with Standard Color Logo
Billed in three installments
1. Featured category logo and listing
2. Enhanced company profile — includes a direct link to advertiser’s franchise development site
3. Standard Color Logo placements in next 2 editions of Franchise Opportunities Guide
   or upgrade to a JUMBO Color Logo for only $400 additional.

➔ **Franchisor Introductory Value Package**
$3,400/year with Jumbo Color Logo Upgrade
Billed in three installments

➔ **A-LA-CARTE**

**Featured Category Logo and Listing**
$1,200/12 months

**Enhanced Company Profile**
Includes a direct link to advertiser’s franchise development site
$1,500/12 months

**VetFran Specific Banner***
300w x 250h pixels
$400/One month
* appears and rotates when user selects veteran specific opportunities

**Run of Site Banner**
300w x 250h pixels
$400/One month

**Franchise Opportunities Blog Post**
Promote your brand to franchise opportunity seekers on IFA’s Franchise Opportunities Blog. Describe your system and its culture in your own words through this exclusive native format.
$500/post

**Retargeting**
Visitors to IFA’s website will see your ads on subsequent websites they visit, allowing you to share your products and services directly in front of them.
Packages starting at $2,000
PROSPECTIVE FRANCHISEE-BLASTS

Dedicated Prospective Franchisee E-Blast

The Dedicated Prospective Franchisee E-blast is sent on your behalf from the IFA to 34,000+ opt-in prospective franchisees. Bypass spam filters and gatekeepers with this direct email opportunity!

Includes:
- Subject line: 55 characters max, excluding spaces
- One clickable banner: 600w x 250h pixels
- Text: average 150 words
- URL to landing page on your site

Pricing:
$2,500 each
$2,250 each when reserving 4x together over a 12 month period

Shared Prospective Franchisee E-Blast

Our “Franchise Opportunities for You” is a shared e-blast that includes a maximum of six advertisers per email, and is sent out monthly to 34,000+ opt-in prospective franchisees!

Includes:
- Company Name
- Ad Image 300w x 250h pixels
- Description and Call to Action (up to 55 words)
- URL to landing page on your site

Pricing:
$995 each

Carly Wooley, Senior Director, Advertising
202.662.0788  •  cwooley@franchise.org
**IFA SmartBrief**

**The Smarter Way to Reach Franchisor and Franchisee Executives**

IFA SmartBrief is a subscription-only news service dedicated to informing franchisee and franchisor executives of the news shaping their industry. Developed in exclusive partnership with the International Franchise Association, it provides a thrice-weekly summary of essential news for our subscribers and tailors the most effective marketing opportunities for our advertisers.

**SmartBrief Solutions**

Whether you’re launching a new product, driving traffic to an event or building your sales pipeline, your dedicated SmartBrief account team can help you create the right mix of advertising and content solutions to achieve your goals.

**Contact:**

For SmartBrief ad buys, ad specs, or questions, reach out to the IFA SmartBrief team directly:

Emily Elliott: emily.elliott@futurenet.com

Elanor Massey: eleanor.massey@futurenet.com

**Display & Native Advertising Rates**

<table>
<thead>
<tr>
<th>IFA SmartBrief Ad Rates*</th>
<th>Sample</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above-the-Fold Takeover</td>
<td>$900</td>
<td>View Sample</td>
</tr>
<tr>
<td>Billboard Banner Ad</td>
<td>$600</td>
<td>View Sample</td>
</tr>
<tr>
<td>News Section Sponsorship Rectangle-Text Ad**</td>
<td>$600</td>
<td>View Sample</td>
</tr>
<tr>
<td>Video-Text Ad**</td>
<td>$600</td>
<td>View Sample</td>
</tr>
<tr>
<td>Featured Content</td>
<td>$600</td>
<td>View Sample</td>
</tr>
<tr>
<td>SmartSocial</td>
<td>$35 CPM</td>
<td>View Sample</td>
</tr>
</tbody>
</table>

* 5x minimum on Display & Native Advertising
** News Section ads include Rectangle-Text Ad or Video-Text Ad
** Upgrade any news section placement to a Video-Text ad for a premium

For exclusive opportunities and to learn more, download the [SmartBrief Media Kit](#).

**By the Numbers**

- **13,000 Subscribers**
- Distribution: Subscription-only News Service Published 3x/week

**By the Numbers**

- **Prospective Franchisees:** 43%
- **Single & Multi-Unit Franchisees:** 22%
- **Franchise Executives:** 25%
- **Other:** 10%

**2021 SMARTBRIEF MEDIA KIT**
The Franchise Opportunities Guide® is the most comprehensive resource for entrepreneurs and opportunity seekers interested in franchising. Published semi-annually (Spring/Summer and Fall/Winter), the Franchise Opportunities Guide® is distributed free-of-charge at franchise expos (in person and virtual). The Franchise Opportunities Guide® is sold in major bookstores and newsstands across the U.S. The Guide is a leading publication for reaching entrepreneurs and connecting high quality leads for franchisors.

More than just a business directory, the Franchise Opportunities Guide® contains vital information about more than 1,200 franchise opportunities, legal issues, FTC information, financing and other tools designed specifically to assist potential franchisees with starting their ventures.

Why advertise in the Franchise Opportunities Guide®?

- Inclusion in a publication that has vital tools a potential franchisee needs to start search for the right franchise.
- Now available in print and digital formats to reach opportunity seekers wherever they are at either in person or virtual events and expos throughout the year!
- The Franchise Opportunities Guide® supplies credibility as a longstanding publication of the IFA that consumers and the franchise community alike use as a trusted resource.
- You must be an IFA member to be listed in the Franchise Opportunities Guide®.
## 2021 FRANCHISE OPPORTUNITIES GUIDE AD RATES

<table>
<thead>
<tr>
<th>2021 IFA Member Rates</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover*</td>
<td>$7,000</td>
</tr>
<tr>
<td>Inside Front Cover*</td>
<td>$5,000</td>
</tr>
<tr>
<td>Inside Back Cover*</td>
<td>$5,000</td>
</tr>
<tr>
<td>Page 1 (Opp. Cover 2)*</td>
<td>$4,500</td>
</tr>
<tr>
<td>Page 2*</td>
<td>$4,000</td>
</tr>
<tr>
<td>Page 5 (Opp. T.O.C.)*</td>
<td>$3,500</td>
</tr>
<tr>
<td>Two Page Spread</td>
<td>$6,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,000</td>
</tr>
<tr>
<td>2/3 Page (Vertical)</td>
<td>$2,500</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,000</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,650</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

| Cover Logo Placement** | $1,500 |
| Jumbo Logo (Four color only) | $1,200 |
| Standard Logo (Four color only) | $750 |
| Directory Advertorial (Full page) | $2,500 |
| Franchisor Brand Spotlight Advertorial (One page) | $6,000 |
| Franchisor Brand Spotlight Advertorial (Two page spread) | $9,000 |

* Premium position.  
** With purchase of full page ad

### Ad Deadlines

#### 2021 Spring/Summer Edition
- Listing Update Deadline: January 15, 2021
- Logo Deadline: February 1, 2021
- Editorial Section Deadline: March 6, 2021
- Editorial Materials Due: March 18, 2021

#### 2021 Fall/Winter Edition
- Listing Update Deadline: June 25, 2021
- Logo Deadline: July 9, 2021
- Editorial Section Deadline: August 6, 2021
- Editorial Materials Due: August 13, 2021

### Ad Sizes

**Guide Trim Size: 8.25” x 10.875”**

(All ad specifications are in inches, width by height. Keep live matter .5” from trim on each side.)

### Page Dimensions

**Full Page**
- Live Area: 7.25” x 9.875”
- Trim: 8.5” x 10.875”
- Supplied Bleed: 8.75” x 11.125”

**Two-thirds Page**
- 4.5” x 9.5”

**Half Page Island**
- 4.5” x 7.375”

**Half Page Horizontal**
- 7.25” x 4.5”

**Third Page Vertical**
- 2.125” x 9.5”

**Third Page Square**
- 4.5” x 4.5”

**Quarter Page**
- 3.5” x 4.5”

### Introductory Value Package

Starting at Only $3,000/Year*

- Featured category logo on Franchise.org
- Enhanced company profile on Franchise.org
- Direct link to your franchise development site
- Category logos in the next two Franchise Opportunities Guides®

*Options available for increased exposure
Franchising World continues to be the pre-eminent voice and acknowledged leader for franchising worldwide and will make its return in a primarily digital format for 2021. Franchising World readers are comprised of C-level executives and senior level managers for 1,200+ franchised concepts, single and multi-unit franchisees, franchise community professionals, as well as opportunity seekers.

**BY THE NUMBERS**

13,000
Franchising World Digital Edition

15,000
PER ISSUE (average with bonus circulations)
Print Circulation

28,000
Total Print and Digital Circulation

**Why advertise in Franchising World Magazine?**

- With a new primarily digital format, your ad becomes more easily trackable and can generate leads more quickly.
- Extended shelf life — three years of archived back issues digitally.
- *Franchising World* is a trusted resource for the franchise community and having ad placement and/or editorial contribution adds to your own credibility.
FRANCHISING WORLD 2021 CALENDAR

FEBRUARY 2021
Digital/Print
Convention 2021: Stronger Together
Key takeaways on 2021’s best business tools and methods and an outlook on the new franchise operations strategies your business needs.
Meet IFA Chair, Catherine Monson

APRIL 2021
Digital
The Legal, Policy and Advocacy Issue
Giving you the most up to date advocacy efforts, changes in legislation your business needs to know and what your brand can do going forward.
Top Legal Issues on the Radar, 2021 Legal Symposium Preview

JUNE 2021
Digital
The Foundation Issue
Highlighting the IFA Foundation’s many programs including VetFran, Franchising Gives Back, Diversity and the CFE program.
Veteran Testimonials, 2021 Franchising Gives Back Initiatives, A Dialogue on Diversity, CFE Program Updates

AUGUST 2021
Digital
Franchise Development, Growth and Trends Issue
A special report on the hottest franchise industry trends and resources your business needs now.
Successful Business Insights, Biggest Trends of 2021

NOVEMBER 2021
Digital
Emerging Franchisor and Year in Review Issue
Best practices, strategies and tips that emerging franchisors need to know. A look back at brands who have thrived this year and what has been accomplished on behalf of our members.
Exclusive! Vintage photos throughout the magazine.

EDITORIAL 12/30/20
AD CLOSE 1/8/21
ARTWORK DUE 1/15/21

EDITORIAL 3/2/21
AD CLOSE 3/11/21
ARTWORK DUE 3/18/21

EDITORIAL 5/3/21
AD CLOSE 5/11/21
ARTWORK DUE 5/18/21

EDITORIAL 7/1/21
AD CLOSE 7/9/21
ARTWORK DUE 7/19/21

EDITORIAL 9/27/21
AD CLOSE 10/14/21
ARTWORK DUE 10/19/21

• Bonus Distribution: Convention 2021
• Bonus Distribution: Digital/Print

• Ad Opportunity: Legal Spotlight, Business Card Ad Section
• Bonus Distribution: Legal Symposium 2021, FAN 2021

• Ad Opportunity: VetFran, Franchising Gives Back, Diversity and Women in Franchising Advertorials and Display Ads
• Bonus Distribution: FEW, FEH, Foundation Industry Events

Carly Wooley, Senior Director, Advertising
202.662.0788  •  cwooley@franchise.org
# 2021 Franchising World Ad Rates

## 2021 4/C Display Ad IFA Member Rates***

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover*</td>
<td>$4,000</td>
<td>$3,600</td>
<td>$3,400</td>
</tr>
<tr>
<td>Inside Front Cover*</td>
<td>$3,500</td>
<td>$3,100</td>
<td>$2,900</td>
</tr>
<tr>
<td>Inside Back Cover*</td>
<td>$3,000</td>
<td>$2,750</td>
<td>$2,500</td>
</tr>
<tr>
<td>First 15 Pages (Premium)*</td>
<td>$2,750</td>
<td>$2,500</td>
<td>$2,250</td>
</tr>
<tr>
<td>Two Page Spread</td>
<td>$5,000</td>
<td>$4,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,500</td>
<td>$2,175</td>
<td>$2,000</td>
</tr>
<tr>
<td>2/3 Page (Vertical)</td>
<td>$2,250</td>
<td>$2,000</td>
<td>$1,750</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,000</td>
<td>$1,750</td>
<td>$1,500</td>
</tr>
<tr>
<td>1/3 Page (Vertical or Square)</td>
<td>$1,500</td>
<td>$1,300</td>
<td>$1,100</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,150</td>
<td>$1,000</td>
<td>$850</td>
</tr>
</tbody>
</table>

### Ad Sizes

** Magazine Trim Size: 8.375” x 10.875”**

(All ad specifications are in inches, width by height. Keep live matter .375” from trim on each side.)

### Page Dimensions

** Two Page Spread **
- Live Area: 15.75” x 9.875”
- Trim: 16.75” x 10.875”
- Supplied Bleed: 17” x 11.125”

** Full Page **
- Live Area: 7.375” x 9.875”
- Trim: 8.375” x 10.875”
- Supplied Bleed: 8.625” x 11.125”

---

** PRINT ONLY OPTIONS **

<table>
<thead>
<tr>
<th>Pre-Printed Inserts**</th>
<th>$5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>For pre-printed insert specifications, contact your advertising representative.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bellyband**</th>
<th>$8,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>For bellyband specifications, contact your advertising representative.</td>
<td></td>
</tr>
</tbody>
</table>

** DIGITAL ONLY OPTION **

| Pop-Up Video                | $2,000 |

** Franchisor Spotlight Advertorial **

<table>
<thead>
<tr>
<th>Two Page Spread</th>
<th>$7,000</th>
</tr>
</thead>
</table>

| One Page                   | $5,000 |

---

* Premium position.

** Subject to editorial/content approval by IFA; all inserts to be produced by advertisers and supplied to the printer. Bellyband only available for specific issues.

*** Non-members add 30% premium to published rates.
2021 IFA EVENTS GAME PLAN — COMING TO A LOCATION NEAR YOU SOON!

When you’re planning out how you want to tackle next year, whether it is for professional training or business development, IFA has an educational and networking event to sharpen your skills and get you out on the field, ready to face whatever comes your way.

**FEBRUARY 2021**

IFA Convention (Virtual)  
February 11-25

Kickstart your year with this fully virtual and reimagined convention where members of the franchising community will come together to expand their knowledge, share proven solutions, network with other business leaders and get the latest news and updates to advance their brands in 2021 and beyond. This event is designed for franchisors, franchisees and supplier partners who serve the franchise community.

**MAY 2021**

Legal Symposium (In-person)  
May 2-4, 2021

Practical, real-world programming aimed at franchise lawyers over two and a half days addresses the latest business and franchise law developments. Connect with knowledgeable law practitioners and franchise executives while learning how to approach today’s legal landscape.

IBA/IFA Joint Conference (In-person)  
May 4-5, 2021

Co-hosted by the International Bar Association’s International Franchising Committee, discover what legal and regulatory issues are facing franchisors around the world at this exciting event.

**MAY/JUNE 2021**

FranDev & Marketing Conferences (Virtual)  
Dates: TBA

The latest proven lead generation strategies and sales process best practices are on display during the Franchise Development Conference, while the Marketing Conference focuses on practical solutions in marketing and innovation. We bring both groups together to amplify the interwoven relations between the two roles in the franchise system.

**SEPTEMBER 2021**

Franchise Action Network Annual Meeting (In-person)  
Sept. 20-22, 2021

Be an advocate for your business during the FAN Annual Meeting! Learn the latest legislative and policy updates impacting franchising and then storm Capitol Hill by joining other members of the franchising community during appointments with your Members of Congress.

**OCTOBER 2021**

Operations Conference (Hybrid: In-person and On-Demand)  
Oct. 4-5, 2021

Packed with powerful content, this annual event for Franchise Operations executives and practitioners will connect you with successful brands who will share their tips and strategies for exceptional operational structure, smart communications, strong field support and best-in-class leadership practices to build solid franchisee relationships with those on the front lines of your brand.

**NOVEMBER 2021**

Emerging Franchisor Conference (Hybrid)  
Nov. 16-18, 2021

The Emerging Franchisor Conference brings together emerging franchisors with experienced leaders in the community to answer a variety of burning questions. During this event, some of the leading experts in franchising will come together to help trailblaze the future of your business—sharing stories and sound advice on areas such as communications, infrastructure and culture, keeping your franchisees happy and profitable, smart franchise sales, reinvesting in the business (how and when), and more.

Questions about our 2021 Events Game Plan?  
Contact us at events@franchise.org  
Be sure to visit www.franchise.org for continuing updates.
### ADVERTISING RATES

**Franchise.org Website** (continuous)

<table>
<thead>
<tr>
<th>Package Options</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Online Package (aggressive, extensive reach)</td>
<td>$850/mo</td>
<td>N/A</td>
</tr>
<tr>
<td>Introductory Value Package (basic branding)</td>
<td>$3,000/yr</td>
<td>N/A</td>
</tr>
<tr>
<td>Digital Display ROS Banner</td>
<td>$400/mo</td>
<td>$800/mo</td>
</tr>
<tr>
<td>Vetfran Specific Digital Display ROS Banner</td>
<td>$400/mo</td>
<td>$800/mo</td>
</tr>
<tr>
<td>Retargeting</td>
<td>$2,000</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Sponsored Content**

<table>
<thead>
<tr>
<th></th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Franchise Opportunities Blog Post</td>
<td>$500/post</td>
<td>$1,000/post</td>
</tr>
</tbody>
</table>

**E-Newsletters** (weekly)

<table>
<thead>
<tr>
<th>Package Options</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>IFA SmartBrief (3x/week MWF)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Above Fold Takeover</td>
<td>$900/issue</td>
<td>$900/issue</td>
</tr>
<tr>
<td>Leaderboard/News 1</td>
<td>$600/issue</td>
<td>$600/issue</td>
</tr>
</tbody>
</table>

**Email Blasts** (weekly/monthly)

<table>
<thead>
<tr>
<th>Package Options</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dedicated Opportunity Seeker Eblast</td>
<td>$2,500 ea($2,250 ea for 4x)</td>
<td>$5,000 ea</td>
</tr>
<tr>
<td>Shared Opportunity Seeker Eblast</td>
<td>$995 ea</td>
<td>$1,990 ea</td>
</tr>
</tbody>
</table>

**Franchising World** (5x/year)

<table>
<thead>
<tr>
<th>Package Options</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display Ads (range from quarter to full page)</td>
<td>$1,150 to $2,500</td>
<td>$1,495 to $3,250</td>
</tr>
<tr>
<td>Premium Display ads</td>
<td>$2,000 to $4,500</td>
<td>$2,600 to $5,850</td>
</tr>
<tr>
<td>Advertorials</td>
<td>$6,000 to $9,000</td>
<td>$7,800 to $11,700</td>
</tr>
</tbody>
</table>

**Franchise Opportunities Guide** (2x/year)

<table>
<thead>
<tr>
<th>Package Options</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo</td>
<td>$750/standard</td>
<td>$1,200/jumbo</td>
</tr>
<tr>
<td></td>
<td>$1,500/front cover</td>
<td>N/A</td>
</tr>
<tr>
<td>Display Ads (range from quarter to full page)</td>
<td>$1,000 to $3,000</td>
<td>$1,300 to $3,900</td>
</tr>
<tr>
<td>Premium Display ads</td>
<td>$4,000 to $7,000</td>
<td>$5,200 to $9,100</td>
</tr>
<tr>
<td>Brand Spotlight Advertorial</td>
<td>$5,000 to $7,000</td>
<td>$6,500 to $9,100</td>
</tr>
<tr>
<td>Directory Advertorial</td>
<td>$2,500</td>
<td>$3,250</td>
</tr>
</tbody>
</table>